



I-SMILE @ SCHOOL (IS@S) COMMUNICATION PLAN: 5 YEAR AT A GLANCE

Goal	Target Audience(s)	Objectives	Key Messages	Communication Strategies	Partnerships	Evaluation Methods and Measures	Progress P = in progress C = completed B= barrier is delaying
Increased school and student participation in the IS@S program	School administrators Teachers School nurses	By September 2019, IPDH will provide report template to IS@S contractors Beginning in FFY20, IS@S contractors will provide student data to each school to show value of services received	Dental sealants are valuable for children’s health and school readiness	Report Card template will be created to show number of services provided and the value of services received and will be distributed at the completion of services at each school; report card will be distributed to each school at completion of services	DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators	One report card will be distributed to each classroom/ school Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)	

<p>Increased school and student participation in IS@S program</p>	<p>Parents School children School staff</p>	<p>By FFY21, develop and disseminate electronic communication templates to increase awareness of the benefits of IS@S</p>	<ul style="list-style-type: none"> ● Oral health is important for children’s health and school readiness ● Dental disease is preventable ● Dental sealants are a simple, cost-effective and painless way to prevent decay 	<p>Newsletter or infographic templates will be created for school nurses to share electronically with students and their families</p> <p>Templates will be developed by IDPH based on needs of school staff</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	
<p>Increased school and student participation in IS@S program</p>	<p>Parents Professionals School children School staff Public</p>	<p>By April 2019, implement monthly social media messaging to increase awareness of the benefits of IS@S</p>	<p>IS@S program can assist students with:</p> <ul style="list-style-type: none"> ● preventive dental sealants, ● care coordination and ● oral health education 	<p>Develop oral health and IS@S electronic messaging; disseminate through IDPH Facebook and Twitter platforms on a monthly basis</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Facebook and Twitter traffic will be monitored by Communications Coordinator</p> <p>Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	

<p>Increased school and student participation in IS@S program</p>	<p>Teachers School nurses School children</p>	<p>By FFY22, create and disseminate oral health toolkit to increase oral health education and knowledge of teachers and students</p>	<p>Toolkit will include classroom lesson plans on:</p> <ul style="list-style-type: none"> ● Teeth are important ● Tooth decay can be prevented ● What are sealants and fluoride ● Healthy foods for teeth ● Brushing and flossing 	<p>An oral health ‘toolkit’ including teacher lesson plans will be used to educate teachers and students on the importance of oral health; toolkit will be developed by IDPH and distributed through IS@S contractors.</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Toolkits are distributed to all participating Iowa schools</p> <p>Teacher survey will be requested for feedback</p>	
<p>Increased school participation in IS@S program</p>	<p>School nurses Parents Community partners</p>	<p>Beginning in March 2019, OHC staff will participate in a minimum of one state conference per year to promote oral health</p>	<p>IS@S program can assist students with preventive dental sealants, care coordination and oral health education</p>	<p>OHC staff will provide an exhibit table at conferences targeting to school nurses to increase awareness of and participation in the IS@S program; written materials and promotional items will be distributed</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Increased numbers of consent forms returned</p> <p>Facebook traffic will be monitored by Communications Coordinator</p>	

<p>Increased student participation in IS@S program</p>	<p>Dentists Physicians School nurses Community organizations</p>	<p>By FFY21, OHC staff will create materials to be provided to dentists and physicians to promote IS@S</p>	<p>I-Smile and IS@S can provide preventive dental care to Iowa children Care coordination and referrals are provided for all children with identified needs</p>	<p>Written and promotional materials will be created and distributed to dentists and physicians to increase their awareness of and local support for the IS@S program; outreach will be conducted by IDPH staff and by local IS@S contractors.</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Distribute materials to physician and dental offices Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	
<p>Increased positive consent return for IS@S program</p>	<p>School children Parents School nurses</p>	<p>By FFY21, create and provide visual reminders to encourage consent form return</p>	<p>Consent forms must be signed and returned to receive preventive dental services provided by the IS@S program</p>	<p>Bracelets or other visual reminders will be created to promote consent form return; items will be developed by IDPH staff and distributed through IS@S contractors to school staff</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Increased numbers of consent forms returned Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	

<p>Increased positive consent return for IS@S program</p>	<p>School children Parents School nurses</p>	<p>By September 2021, create and provide visual reminders to encourage consent form return</p>	<p>Consent forms must be signed and returned to receive preventive dental services provided by the IS@S program</p>	<p>Window clings or similar product promoting the IS@S program will be created to increase consent form return; items will be developed by IDPH staff and distributed through local IS@S contractors to school staff.</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Increased numbers of consent forms returned Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	
<p>Increased student participation in IS@S Program</p>	<p>Parents Children Community members</p>	<p>By September 2019 and ongoing (as funding allows), conduct annual Back-to-School campaign to promote IS@S program and positive oral health habits through multiple advertising channels</p>	<ul style="list-style-type: none"> ● Cavities don't take vacations ● Brush twice a day ● Drink fluoridated water ● Schedule a dental visit ● Sealants are important for prevention 	<p>Use multiple advertising channels (statewide radio, print news, billboards, social media) to promote oral health and IS@S during summer months</p>	<p>DDIAF ISNO ISEA School nurses Dept. of Ed Local public health I-Smile Coordinators IS@S Coordinators</p>	<p>Facebook traffic will be monitored by Communications Coordinator Success stories Learfield radio impressions Feedback and ideas will be sought at annual meeting (e.g. periodic focus groups)</p>	